



City of Tempe 2020 Census Complete Count Committee

Report

March 17, 2020

In lieu of the March 17, 2020 meeting, the Complete Count Committee received this report of recent outreach activities and census information.

Corona Virus Disease (COVID-19) information for the city of Tempe is at tempe.gov/coronavirus.

February 18, 2020 draft meeting minutes

The minutes will be voted on at the next meeting but, for your review, the document is posted to <https://www.tempe.gov/Home/ShowDocument?id=80642>.

Recognition of committee members' outreach efforts

Because of COVID-19, Tempe has canceled all its events through **March 27 and possibly until April 30**. Much of our outreach efforts were to take place during these events but thank you to those who were scheduled to volunteer: Gary Brennan, Jennifer Chau, Candyce Lindsay, and Rosemary Walsh; and the student volunteers working with Shereen Lerner. You are very much appreciated.

Tempe Play Day: Thanks to city staff Nikki Ripley for staffing the complete event that saw hundreds of families attend.

Tempe Elementary School District Parent/Teacher conferences: Thanks to Cindy Denton for making the arrangements and to Rosemary Walsh and city staff Nikki Ripley and Marie Chapple for going to three of the schools. U.S. Census Bureau staffed some of the schools.

Updates from city staff

The tempe.gov/census page has been changed to focus on practical information about filling out the census forms. A user can find links to the census page and the questionnaire, and language guides and phone numbers to help them. We encourage residents to contact us at census@tempe.gov if they have a question.

City staff has been posting social media reminders about the census and will send an email blast to our many subscribers telling them to look for and fill out their census forms online.

A campaign to encourage public access to city public computers is on hold at least **until March 27** – the library and community centers are closed.

The Census Partner page needs signups. We are asking committee members to contact business owners and community leaders to sign up. It's simple to participate, they fill out the form and we post it to our Thank you page. Also, right from the page they can fill out and print the Census Partner Certificate and download the Take Part in the Census flyer.

The larger-sized Orbit neighborhood circulators will carry census signage "Census Drives This Bus". We hope to make passengers aware of the importance of the census to transportation funding.

We have been posting information to the city's social media sites; please repost to your contacts to help get the word out.

Updates from Census Committee Members

Business

Please encourage your business and community contacts to become a Census Partner. We've made it simple: they complete the form, download the flyer (and post to their social media or post in their workplace) and then create their own Census Partner certificate.

It's all online at tempe.gov/census.

Thank you to Jana Granillo who has been working her contacts to let them know about this census awareness resource.

Education

Committee member Paul Mittman arranged for a printed a census banner sign and digital screen ads to be shown at the Southwest College of Naturopathic Medicine.

Faith and Nonprofits

Community Outreach and Special Populations

Neighborhood Services staff has been handing out census information at various neighborhood meetings.

Rosemary Walsh reached out to senior populations by delivering flyers to Pyle Adult Center, Escalante Multi-generational Center, North Tempe Multigenerational Center and Encore on Farmer.

Census Information

The Census Self-Response Rate Map will give the user the ability to search for response rates for states, counties, cities and census tracts from the 2010 Census initially and, as current response rate information becomes available March 20, for the 2020 Census <https://2020census.gov/en/response-rates.html>

A question came up about where to count students if they have left their group quarters on April 1. The [census sent out information](#) that those students should be counted at those quarters because that is where they live most of the year.

Complete Count Committee meetings

The next meeting is April 21, 2020. If committee members have suggestions for the agenda, please contact Nikki Ripley.

This document will be posted to the Online Binder at

<https://www.tempe.gov/government/communication-and-media-relations/census/complete-count-committee/online-binder>